



WKMG

ORDER

Print Date 09/12/12

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Flight Dates 09/13/12-09/22/12

Contract / Revision 258896 /
Original Date / Revision 09/12/12 09/12/12
Advertiser POL/FI Chamber of Commer

Product PLAKON FOR ST REP
Agency Com 15%
Billing Contact
235 E. Virginia St.
Tallahassee, FL 32301

Agency Southern Campaign Resour
Buying Contact
235 E. Virginia St.
Tallahassee, FL 32301

Sales Office PHI
Sales Region NAT
Agency Ref

Order Sep 00:15:00
Estimate #
Alt Order # 06313303
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes AGY POL ISSUE
Product Codes PL-Issue
Priority P-2
Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 13400

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	8	\$11,390.00	\$13,400.00	0.00	08/27/12	09/21/12	8	\$11,390.00	\$13,400.00
Totals	8	\$11,390.00	\$13,400.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	09/13/12	09/13/12	Local 6 News 12-1230p CM Local 6 News 12-1230p	CM	12-1230p	---1---	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---1---		1				\$800.00		0.00			
E 2	WKMG	09/14/12	09/14/12	News at 6p News at 6p	CM	6-630p	----1--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----1--		1				\$1,200.00		0.00			
E 3	WKMG	09/13/12	09/13/12	M-F 11p News M-F 11p News	CM	11-1135p	---1---	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---1---		1				\$2,200.00		0.00			
E 4	WKMG	09/17/12	09/21/12	News at 6p News at 6p	CM	6-630p	MT--F--	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	09/17/12	09/21/12	News at 6p News at 6p	CM	6-630p	MT--F--	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	MT--F--			3		\$1,400.00			0.00			
E 5	WKMG	09/19/12	09/20/12	M-F 11p News M-F 11p News	CM	11-1135p	--WT---	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WT---			2		\$2,500.00			0.00			
Totals														8	\$13,400.00